

DERMATOLOGIST RECOMMENDED



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December 14, 1993

The Honorable Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Re: Limitations on Commercial Time on
Television Broadcast Stations, MM Docket
No. 93-254

Dear Ms. Searcy:

I am writing to oppose the suggestion in the Commission's Notice of Inquiry that time limitations be reimposed on the amount of commercial matter broadcast by television stations.

We are a new company in the business of skin care. Our main advertising forum is through the media, mainly infomercials. We have been producing infomercials for a year or so, with great success. Our infomercials have been praised by consumers, not only for our product, but also for the quality of the infomercial. This is why the reimposition of commercial time would be detrimental to our business.

During the last 10 years, since the FCC's decision, the infomercial market has expanded greatly due to consumer demand. It should be the consumer, not the government who imposes commercial time limits.

Much innovation has occurred since the FCC's decision. Program length commercials are one such innovation and are in great demand by consumers. This fact is demonstrated by the increased number of these programs on television.

We are a small company, only in our first year of business. Thanks to our 28.5 minute infomercial we will be able to quickly increase our customer base. We project that in 1994 our sales will be between four and five million dollars.

2222 TETON PLAZA
IDAHO FALLS, IDAHO
83404
(208) 523-7323
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These are just a few reasons why the Commission should not consider reimposing time limits on the broadcast of commercial matter. There has been no justification shown by broadcast stations, or anyone else, that time limits on the running of program-length commercials should be reimposed.

Sincerely,

Marvin H. Taylor

Marvin H. Taylor
President, D.L. Inc.

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